



San Diego Convention Center, San Diego, CA March 17-18, 2026

THE HFA SHOW ATTENDEES ARE THE MOVERS AND SHAKERS of the health and fitness industry, representing iconic brands with serious purchasing power. They are also diverse, ranging from brands with just one location to those with hundreds of facilities.

Year after year, the top brands in the health and fitness industry showcase at the The HFA Show because of our proven ability to deliver qualified and valuable connections that make a difference to your bottom line.

Whether you are launching your brand or are an established household name, the The HFA Show will elevate your marketing efforts and help drive sales.

5 REASONS TO EXHIBIT

The HFA Show Attendees are looking for new solutions beyond equipment!



And much more!

The HFA Show Attendees are Looking for New Products and Innovations!

| 79 % | of The HFA Show attendees come to the exhibit hall to see new products and innovations |
|-------------|--|
| 56% | met new suppliers they would not have otherwise met |

The HFA Show Attendees Have Purchasing Power!

| 83% | of attendees make the final purchasing decision or are influencers |
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| 63% | of attendees own more than 1 facility |
| 9% | operate over 51 locations |

The HFA Show Attendees are Loyal!

| 52% | of The HFA Show attendees have not attended any other show in the past two years. |
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| 34% | of The HFA Show attendees have been to the last 5 editions |
| 96% | say attending The HFA Show is important to their business/organization |

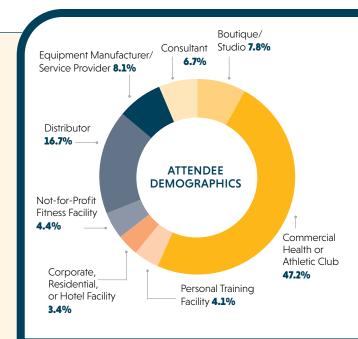
The HFA Show Attracts NEW buyers!

were new to the 2025 event

THE FITNESS INDUSTRY is rapidly evolving, and hyper-competitive. Health and fitness facilities must consistently seek the right partners to help meet the objectives of their members, while remaining safe, relevant and innovative. Your solutions are the key to their success!

TO SECURE exhibit space or discuss marketing and promotional opportunities, contact:

Luke Ablondi | Trade Show Director | lablondi@healthandfitness.org





HFA is the nonprofit trade association representing the health and fitness industry. HFA invests any profits from events, sponsorship, and advertising back into the industry to fund things such as education, research and advocacy that protects and grows the industry.